

Match the words to their definitions

- A. Market Orientation
- B. Marketing Strategy
- C. Target market
- D. Mixed market
- E. Marketing
- D. Final consumers
- E. Emotional buying motives
- F. Rational buying motives
- G. Business consumers
- H. Consumer Decision Making

- 1.) ____ considers the needs of the customers when developing a marketing mix.
- 2.) ____ company's plan that identifies how it will use marketing to achieve its goals
- 3.) ____ a blend of four marketing elements – product, distribution, price, and promotion
- 4.) ____ reason to purchase based on feeling, beliefs, and attitudes
- 5.) ____ a specific group of consumers who have similar wants and needs
- 6.) ____ as an organizational function and a set of process for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders
- 7.) ____ people who buy produces and services mostly for their own use
- 8.) ____ people, companies, and organization that buy products for operations of a business, for incorporation into other products and services, or for resale to their customers
- 9.) ____ a specific sequence of steps consumers follow to make a purchase
- 10.) ____ guided by facts and logic

11.) Which of the following businesses is NOT directly involved in marketing?

- A. Transportation companies
- B. Shipping & Delivering
- C. Financial services
- D. Wholesales & retailer
- E. None of the Above

12.) Marketing activities often cost ____ or more of the selling price of a product or service:

- A. 20%
- B. 40%
- C. 70%
- D. 50%
- E. 60%

13.) Name three of the seven main marketing functions?

_____, _____, and _____

14.) Name three of the four marketing activities Consumers are exposed to:

_____, _____, and _____

15.) List the Consumer Decision Making Process in order:

1.)

2.)

3.)

4.)

5.)